

IDEATION PHASE


BRAINSTORM & IDEA PRIORITIZATION

Date	19 September 2022
Team ID	PNT2022TMID03356
Project Name	SMART FASHION RECOMMENDER APPLICATION
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended

➔

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➔

1


Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

Can't able to find the outfit which suits me well,because more than 100+ outfits are present in a website.

**Key rules of brainstorming**

To run an smooth and productive session

🗣️ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Sakthi Aushwarya S

Daily Deals	Attractive UI	Secure payment
Track Order	No damage	User friendly

Parveen fathima M

Responsive	Feedback	Fast response
Ratings	discounts	Saves Time

Rajalakshmi R

24/7 shopping	Fast response	Reviews
Notifications	Best Price	Satisfaction

Subanu K

Refund option	Buy 1 get 2	More products
Combo	Material	Size

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

USER INTERFACE

Variety of Products	Easy to use	Adding Products to the cart
Reviews on Products	Deals and Offers	Product Information
	Product Ratings	

FEATURES

Effective Recommendations	Online Tracking	24x7 Shopping
Customer Feedback	Comparisons	Database of Products

CHATBOT

Availability of the product	Notification via Chatbot	Access products through chatbot
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SENDGRID

Delivery Notification via Sendgrid	Order Confirmation via Sendgrid
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ADVANTAGES

Best Products	Best Prices	No Need to Travel	Keep in Current Trend	Saves Time	No Pressurized shopping
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Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes

